



DEPARTMENT OF THE AIR FORCE
78th Air Base Wing (AFMC)
Robins Air Force Base Georgia

FEB 13 2006

MEMORANDUM FOR ROBINS AFB PERSONNEL

FROM: 78 ABW/CC

SUBJECT: The Robins Rev-Up Editorial Policy Statement

1. The Robins Rev-Up is an authorized publication supporting the Robins Air Force Base, GA, internal communications program. The Rev-Up is published by a commercial publisher under contract with the Air Force. News and editorial content are furnished by the 78th Air Base Wing Public Affairs Office. The newspaper contains advertising sold by the commercial publisher. The right to circulate this advertising to Air Force readers constitutes contractual considerations instead of money to pay for the newspapers. The Robins Rev-Up becomes property of the commander upon delivery, according to the terms of the contract. The Rev-Up is the commander's primary communication tool to transmit information to the Robins Air Force Base community.
2. The following editorial policy guidelines apply to achieve that goal:
 - a. The Robins Rev-Up provides the commander a primary means of communicating mission-essential information to members of the organization.
 - b. News and feature stories on Robins people and organizations provide recognition of excellence in performance and helps set forth norms for mission accomplishment.
 - c. News coverage and content will conform to policies of the Air Force and the commander. News reporting will be factual and objective. News coverage will avoid morbid, sensational or alarming details not necessary to factual news reporting. News writing will distinguish between fact and opinion. When an opinion is expressed, the source will be identified. The Robins Rev-Up will not publish commercial news or editorials.
 - d. The Robins Rev-Up will keep the community accurately informed about military matters. This will assist the commander in improving morale and quelling rumors.
 - e. The Robins Rev-Up news and editorial content will provide information to all members of the Robins community to improve the quality of their lives and thereby the effectiveness of the Robins work force. That includes officers, enlisted members, civilian employees, family members, retirees, and Reservists and Guardsmen.
 - f. The Robins Rev-Up will de-glamorize the use of alcohol and tobacco products. Articles concerning the club, unit, or other activities, may mention these products as long as the emphasis is on the activities and not the products.

g. The appearance of advertising in the Robins Rev-Up does not constitute endorsement by the Air Force. Everything advertised in the Robins Rev-Up must be made available to all readers without regard to race, religion, sex, national origin, marital status, physical handicap, political affiliation, or any other non-merit factor.

h. Because publishing schedules are fixed by contract and must be met, the Robins Rev-Up staff is excused from additional duties that interfere with newspaper production.

i. The Robins Rev-Up will conform to applicable regulations and laws relating to libel and copyright, the Air Force Privacy Act Program and Standards of Conduct, as well as U.S. Government printing and postal regulations.

j. Locally originated articles will reflect the policies of the commander and be in the interest of the Air Force. Editorials should help readers understand Air Force policies and programs. They must not imply criticism of other government agencies, nor advocate or dispute specific political, diplomatic, or legislative matters. Statements or articles on legislative matters by people or agencies outside the DoD, including officials or candidates for public office, will not be used.

3. Specific Publication Guidelines

a. **Deadline:** Due to printing and copy deadlines set by contract with the commercial publisher, copy (written materials) submitted to the Robins Rev-Up must reach the editor's desk before 4 p.m., Monday of the week of publication.

b. **Rewrite:** All copy submitted to the Robins Rev-Up will be rewritten as needed to ensure it conforms to Air Force journalism guidelines for news writing. That includes conforming to the guidelines in the *Associated Press Stylebook and Libel Manual*, and appropriate story length to facilitate layout and design.

c. **Placement:** The 78th Air Base Wing commander normally defers all decisions on story placement to the Public Affairs officer and chief of internal information. The commander – not the person who submits an article – gives direction on story placement to the PAO.

d. **Recurring Columns:** Recurring columns from base agencies will be discouraged. That will ensure that no base agency or organization receives an excessive amount of coverage for its special interest at the expense of other base agencies. The Public Affairs officer will determine equitable space for those items and allocate news, feature, or editorial space as deemed appropriate.

e. **Award Winners:** Stories are limited to Air Force level and higher. Stand alone photos are limited to Command-level and below. Awards below wing level may be mentioned in a regular (news or spotlight) column and published on a space-available basis.


f. **Change of Command:** Stories and/or photos are limited to group-level or major

associate unit organizations. Squadron-level change of command announcements may be published in the "news brief" column.

g. Photos: On-the-job action photos will be published. Photos unacceptable for publication include the posed shot of a person receiving an award, ribbon cuttings, posed group photos, photos containing alcoholic beverages or cigarettes, retirement/reenlistment photos, photos containing controlled area badges, photos of people not conforming to AFI 36-2903, Dress and Personal Appearance of Air Force Personnel or poor quality photos.

h. Fund Drives: Coverage will be limited to those campaigns authorized by Air Force regulations, namely the Combined Federal Campaign and the Air Force Assistance Fund. Front page coverage is not guaranteed for any fund drive or membership campaign. News during a given week determines story placement on Page 1. The Public Affairs office will coordinate with the fund drive key personnel to ensure appropriate coverage of these events.

i. Coordination: Robins Rev-Up articles will be coordinated with affected agencies as deemed appropriate by the public affairs office. Controversial or "sensitive" articles will be coordinated with the commander and higher headquarters before publication. Changes to style or news writing will only be made when directed by the Public Affairs office.


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Commander